

Figure 1

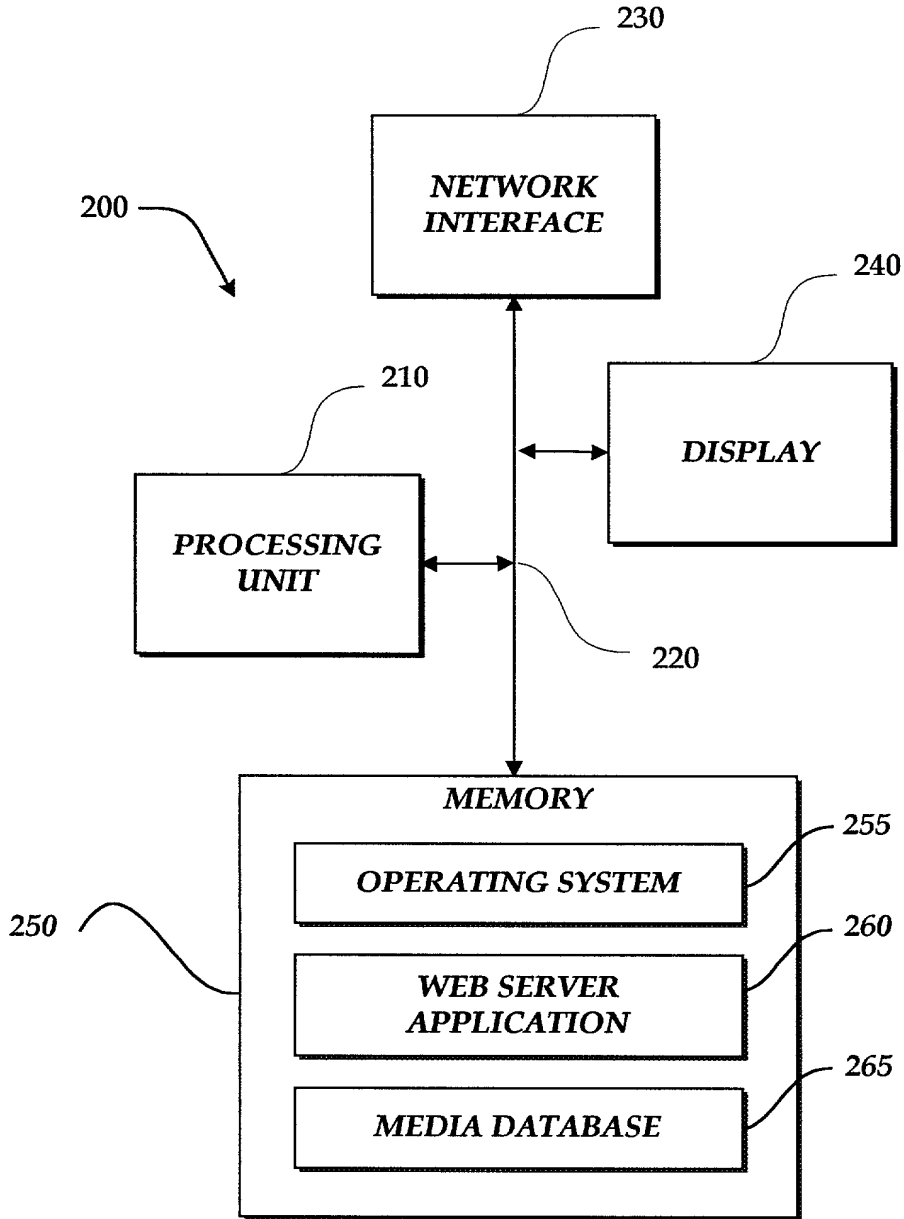
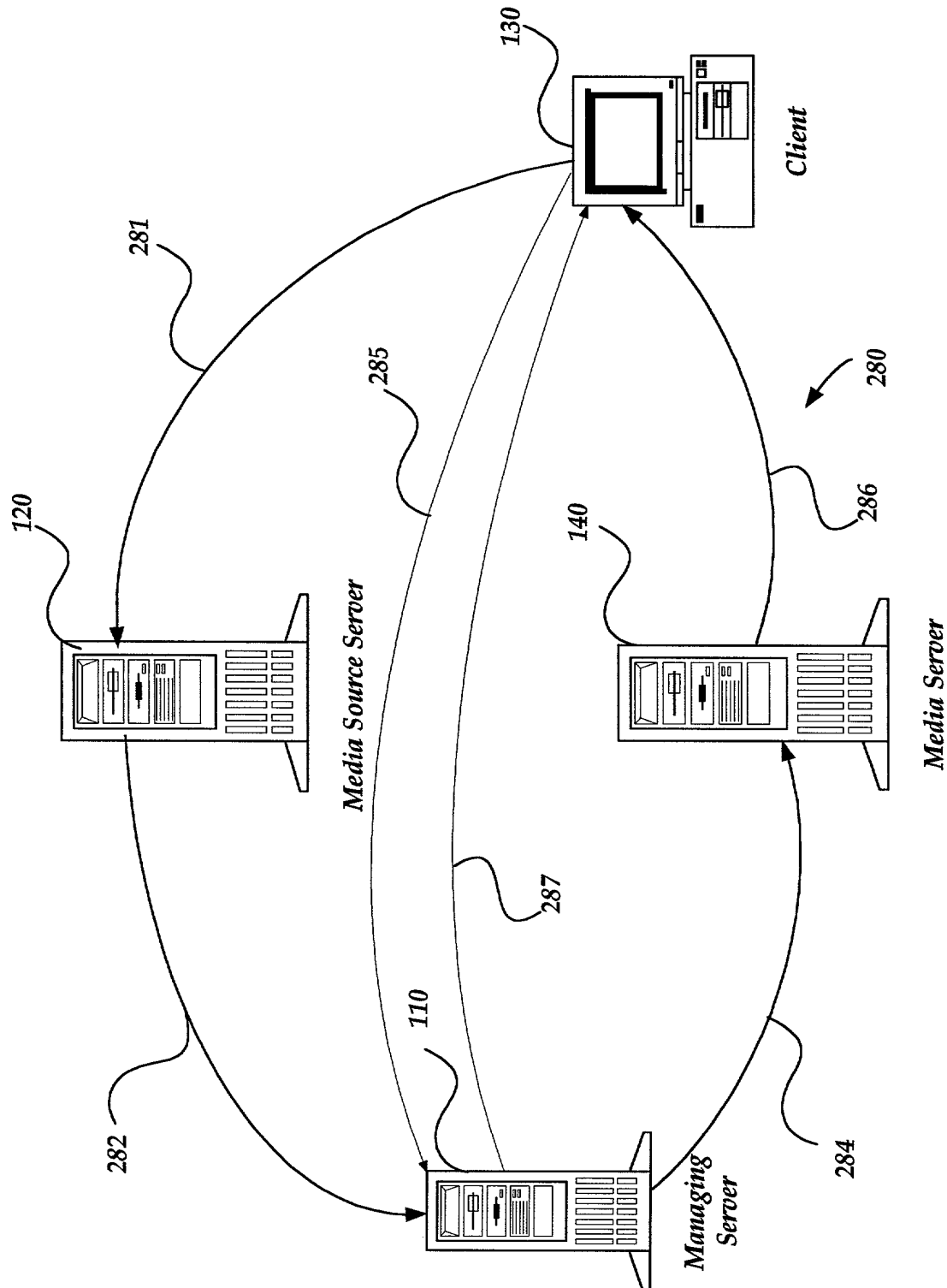


Figure 2

Inventors: A. Ramaley et al.
Docket No.: PFM1117297
Express Mail No.: EL742876954US



Media Server

Figure 3

PFMI-1-17297

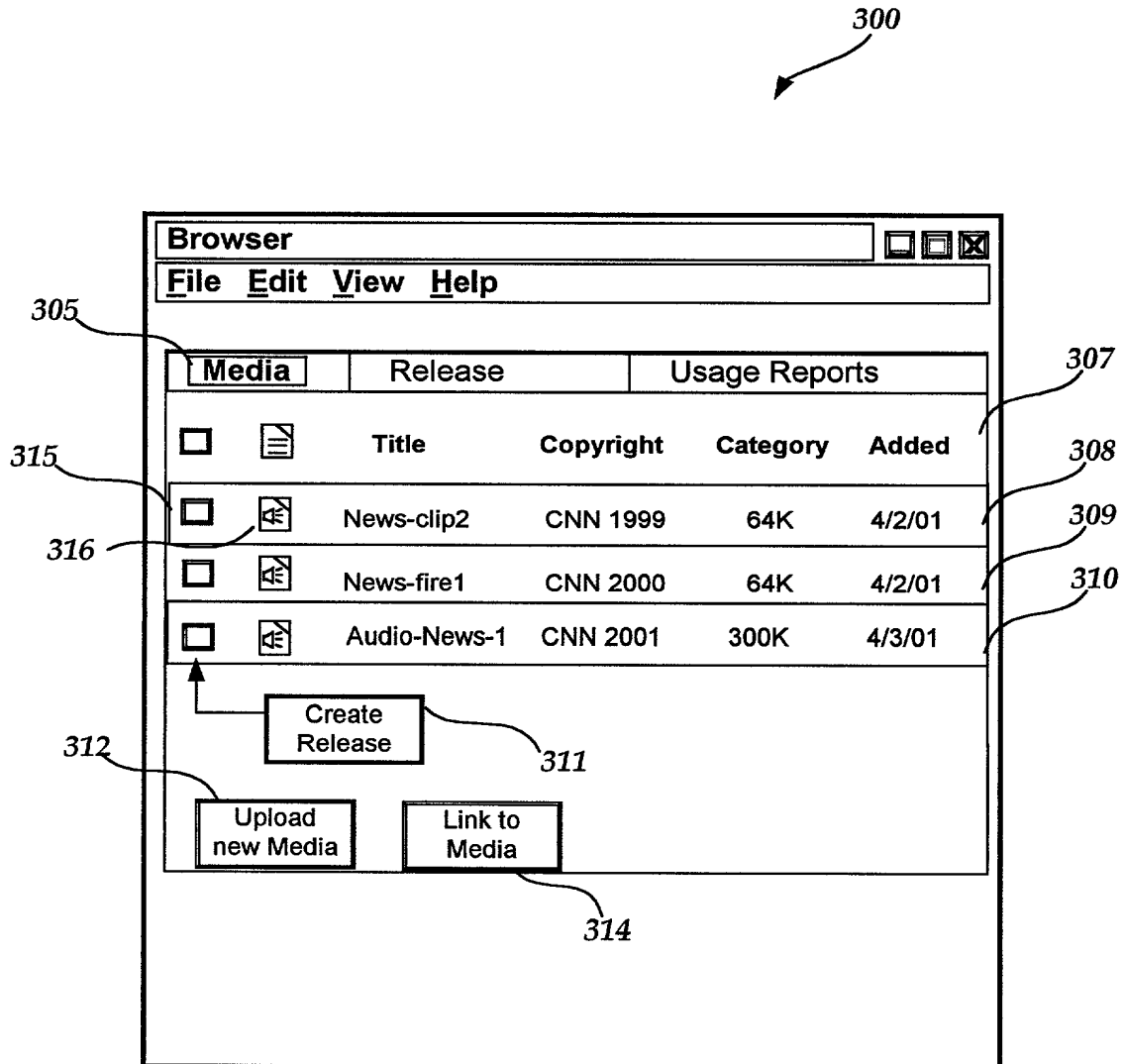


Figure 4

PFMI-1-17297

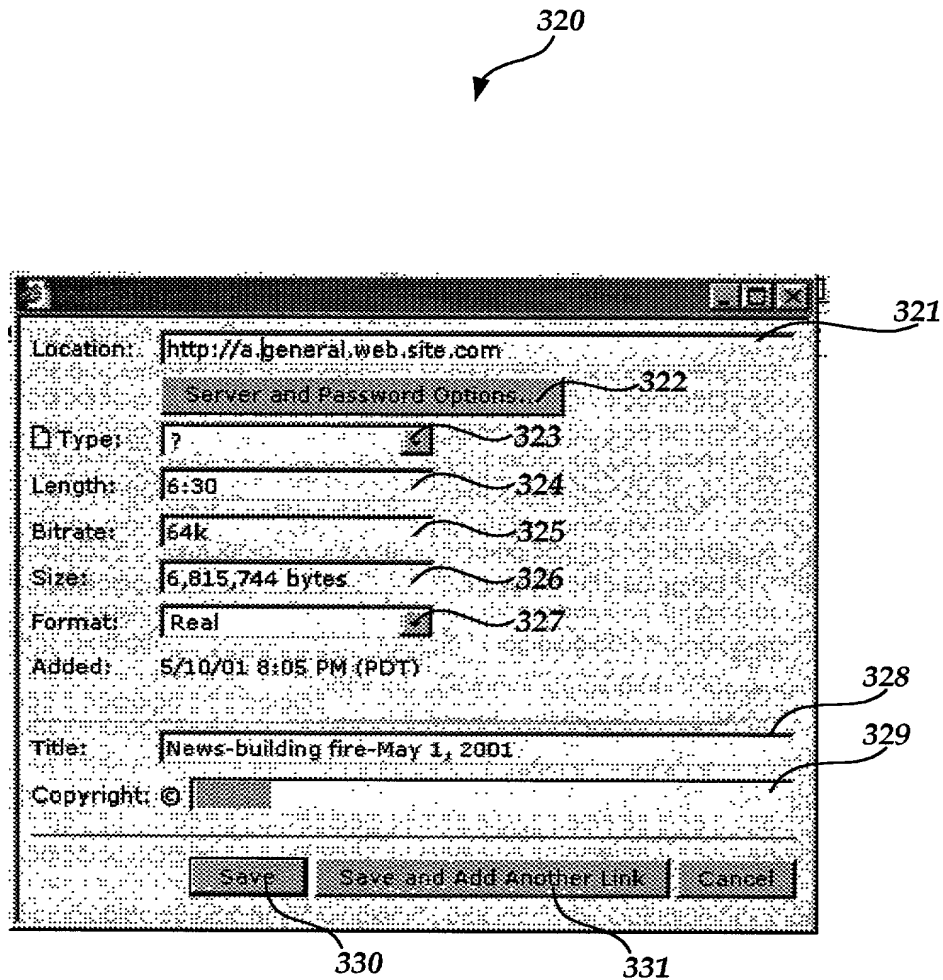


Figure 5

355

My Yahoo! for andrewolson - Microsoft Internet Explorer

http://www.thePlatform.com/media_management/prefs.htm

thePlatform

<p>357</p> <p>Streaming</p> <p><input checked="" type="radio"/> Akamai (preferred)</p> <p><input type="radio"/> MirrorImage</p> <p><input type="radio"/> GenericMedia</p> <p><input type="radio"/> FastForward</p> <p><input type="radio"/> iBeam</p> <p><input type="radio"/> Digital Island</p> <p>363</p> <p>User ID 7612303</p> <p>Password *****</p> <p>360</p>	<p>Storage</p> <p><input type="radio"/> Akamai</p> <p><input checked="" type="radio"/> StorageNetworks</p> <p><input type="radio"/> GenericMedia</p> <p><input type="radio"/> FastForward</p> <p><input type="radio"/> iBeam</p> <p><input type="radio"/> Digital Island</p> <p><input type="radio"/> thePlatform 363</p> <p>User ID John@cbs.com</p> <p>Password *****</p>	<p>Transcoding</p> <p><input checked="" type="radio"/> thePlatform</p> <p><input type="radio"/> GenericMedia</p> <p><input type="radio"/> Loudeye</p> <p><input type="radio"/> Sonic Foundry</p> <p>363</p> <p>User ID</p> <p>Password</p>
<p>Playlist Engine</p> <p><input checked="" type="radio"/> thePlatform</p> <p><input type="radio"/> HotRoof</p> <p><input type="radio"/> RCS</p>	<p>Syndication</p> <p><input checked="" type="radio"/> thePlatform</p> <p><input type="radio"/> ContextMedia</p> <p>361</p>	<p>Ad Targetting</p> <p><input checked="" type="checkbox"/> BeFree</p> <p>362</p>

Figure 6A

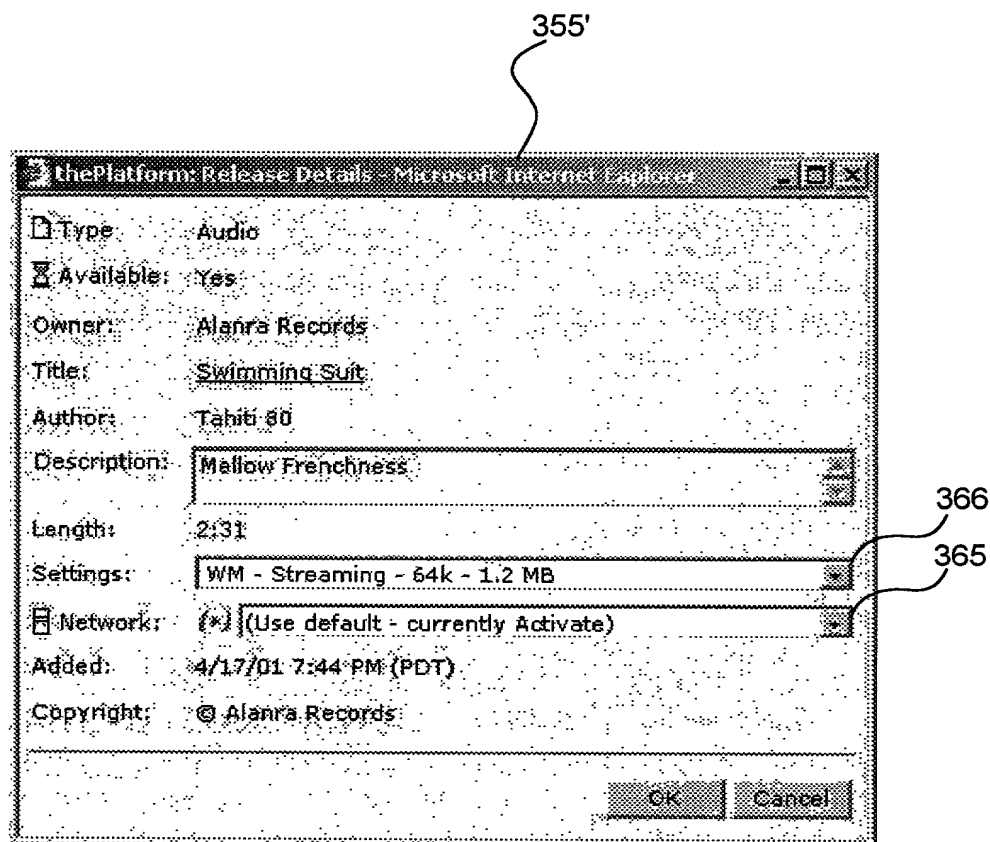


Figure 6B

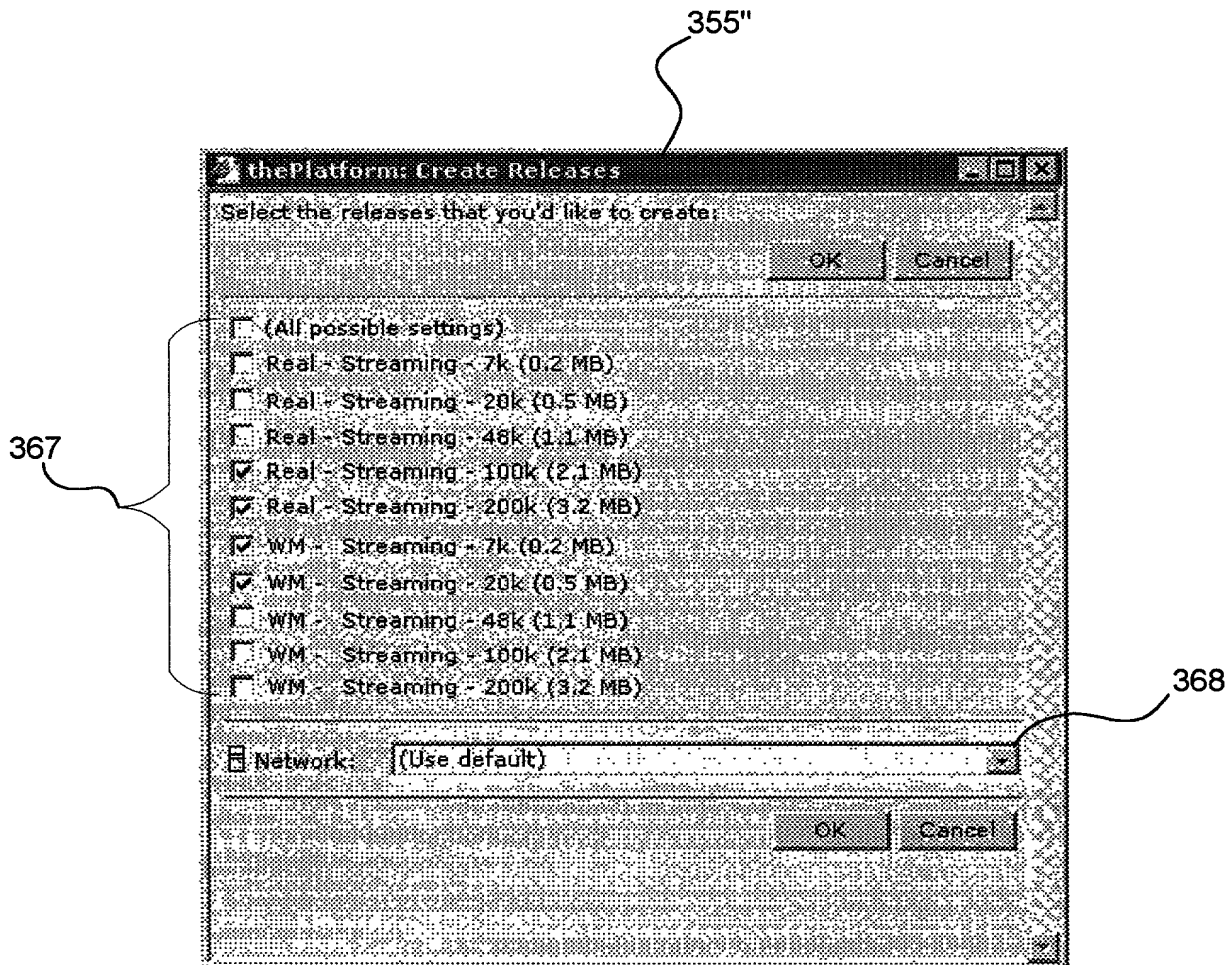


Figure 6C

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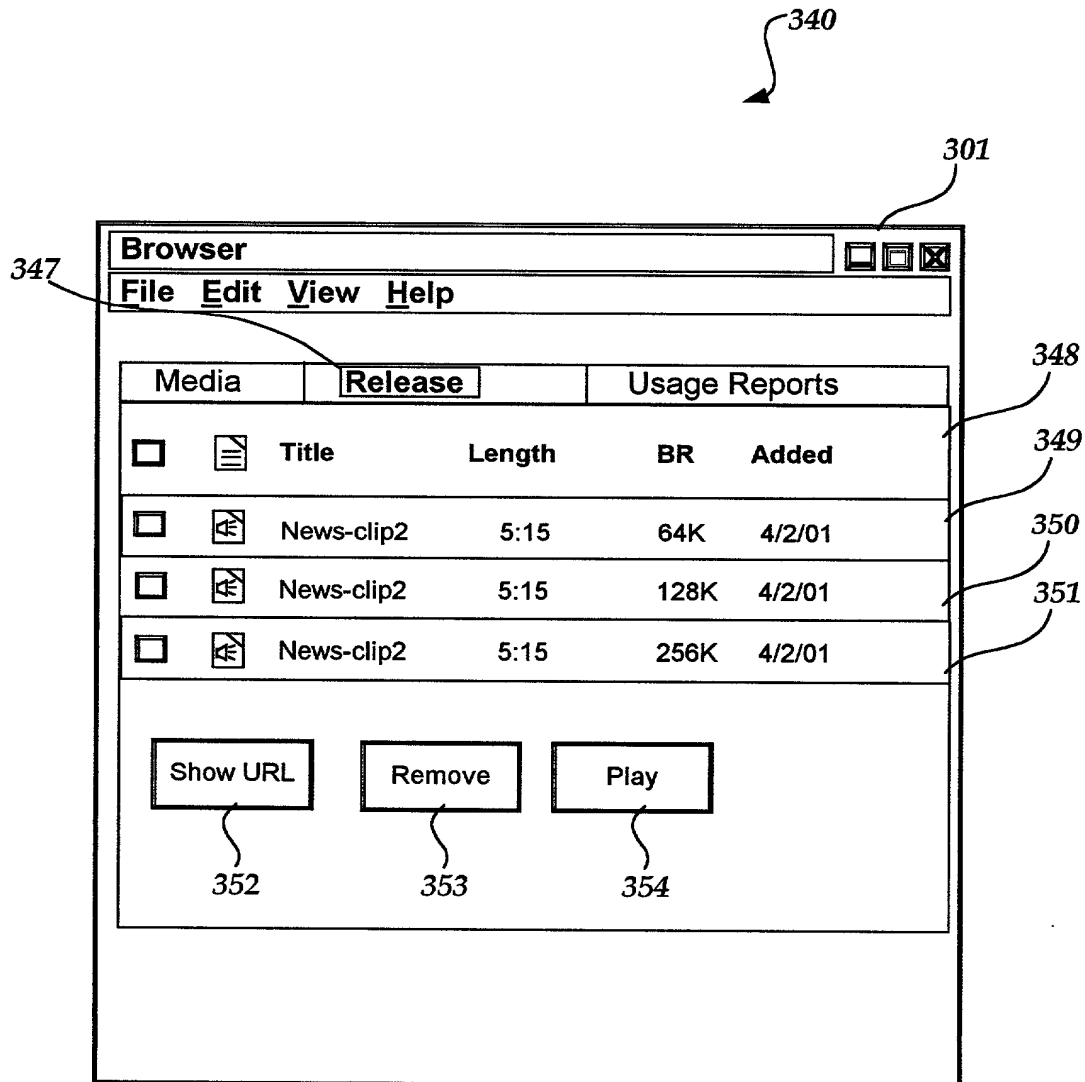


Figure 7

PFMI-1-17297

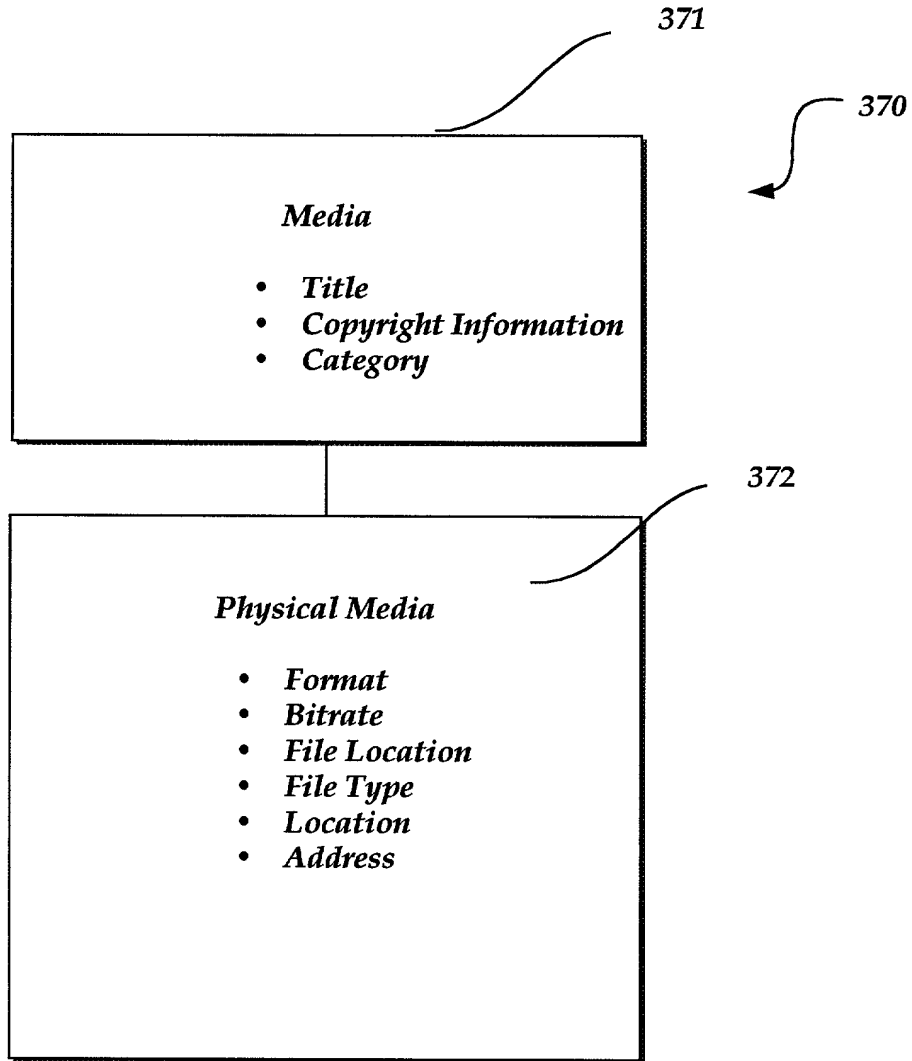


Figure 8

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Media ID	Created	Title	Copyright	Category
2000	1/20/01	News-clip2	1999, CNN	Auto Accident
....
....
....
				<u>Media Table</u>

Figure 9A

401

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File ID	Release ID	Media ID	Transfer Setting	File Type
2343	123549	2000	64K	WM
2344	123550	2000	128K	WM
2345	123551	2000	256K	WM
....
....
<u>Release Table</u>				

Figure 9B

402

Media ID	File ID	CDN	File Location
2000	2343	Yes	http://serviceprovider.com/3248974?3455
2000	2344	Yes	http://serviceprovider.com/clientfiles/343243
2000	2345	No	/usr/local/mediafiles/3490498
<u>Physical Media Table</u>			

Figure 9C

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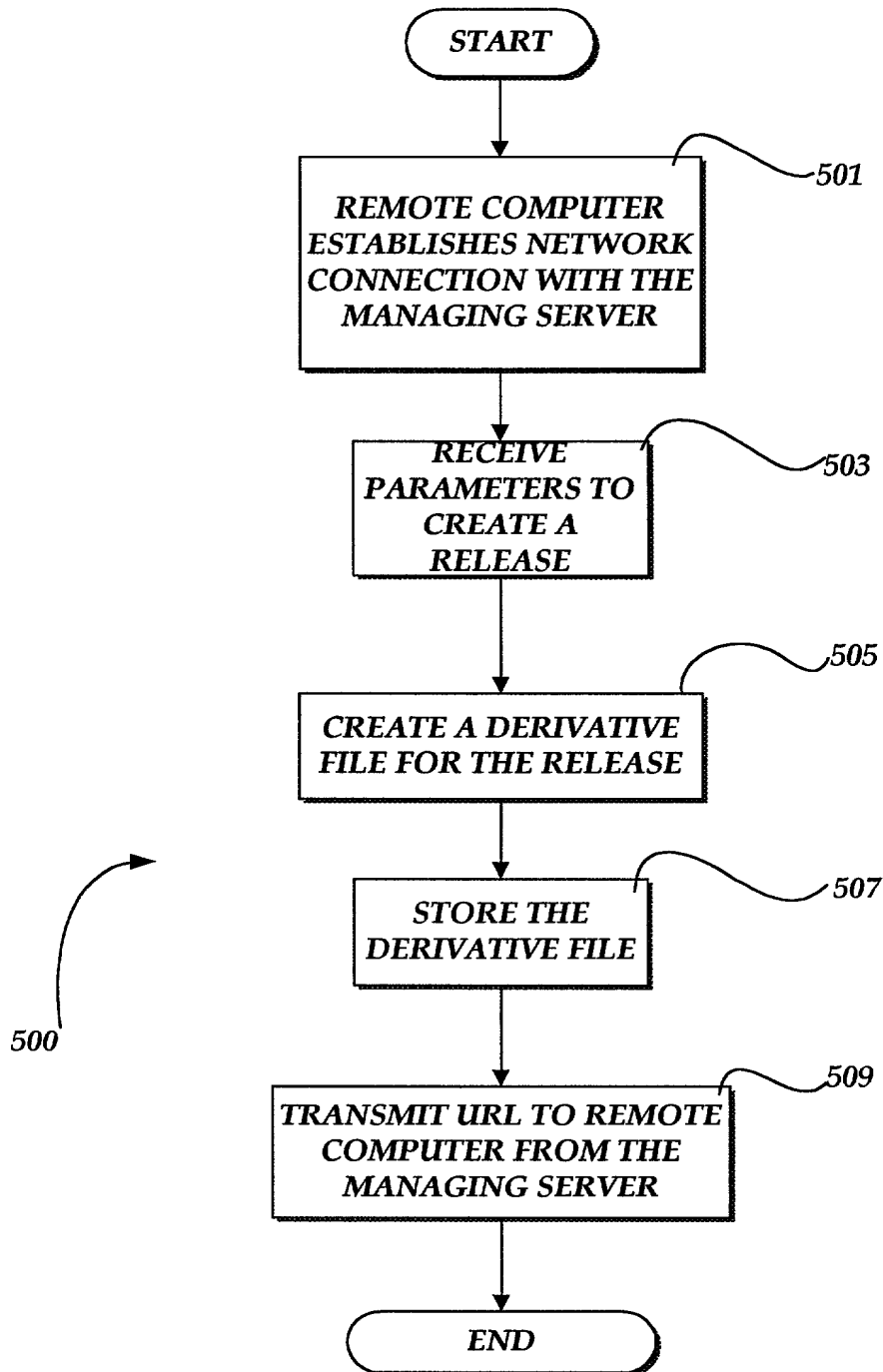


Figure 10

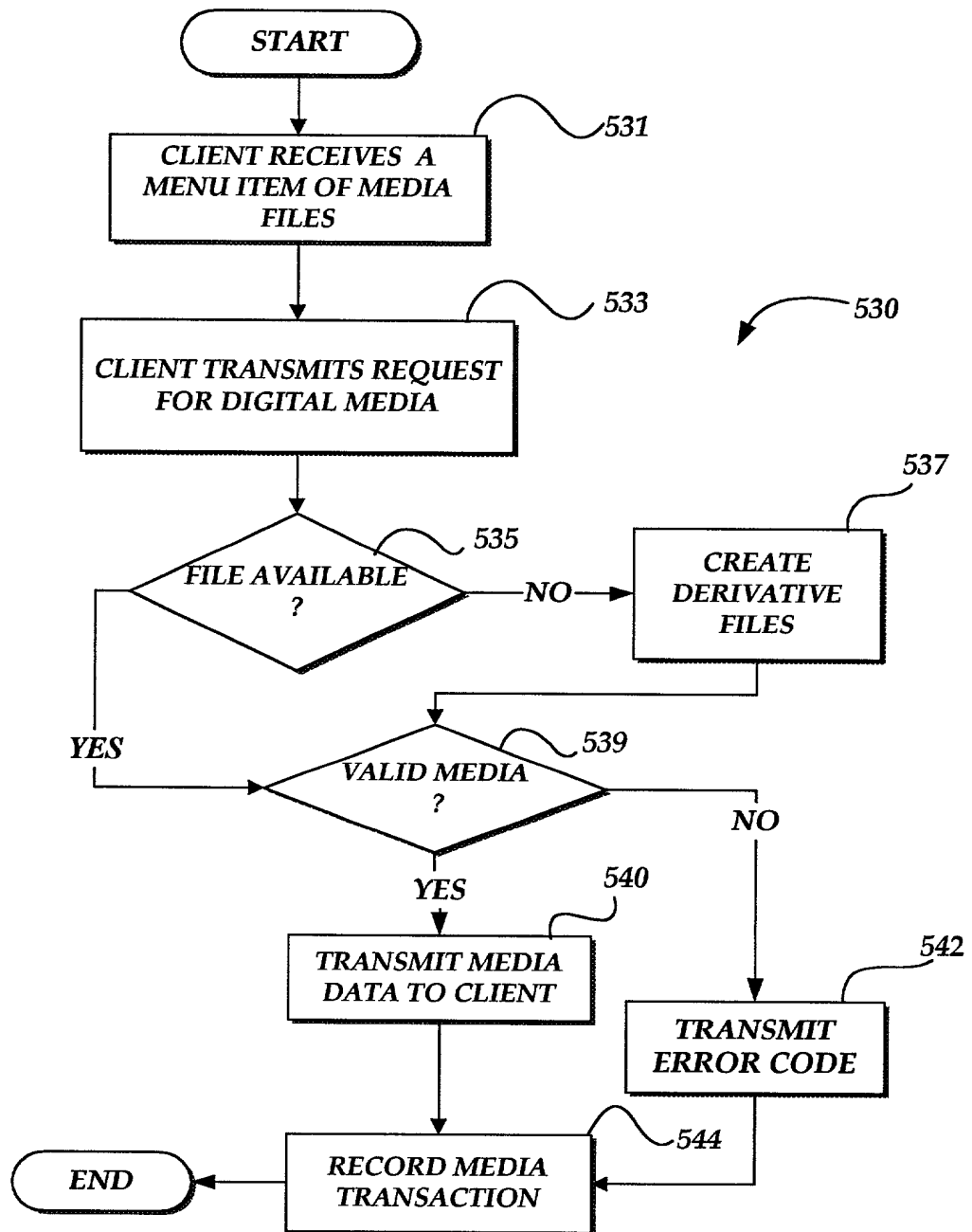


Figure 11